

What is claimed is:

1. A method for a system including a retailer, and a plurality of manufacturers each associated with a respective product, the method comprising:
  - enabling a price adjustment for a first purchase with the retailer;
  - effecting the first purchase with the retailer;
  - generating a first signal corresponding to the first purchase and sending the first signal on a first signal path;
  - generating a second signal corresponding to the first purchase and sending the second signal on a second signal path;
  - receiving the first signal from the first signal path, and the second signal from the second signal path; and
  - processing the first and second signals received in the previous step, to generate a third signal corresponding to an offset of funds between a selected manufacturer and the retailer, wherein the manufacturer is selected depending on a product subjected to the first purchase.
2. The method of claim 1 wherein the system includes a store having shelves, products on the shelves, and a display supported by one of the shelves, the display displaying a discount level for a product, and the method further includes effecting the first purchase in accordance with the display.
3. The method of claim 1 wherein the system further includes a second retailer, and the method further includes
  - enabling a price adjustment for a second purchase with the second retailer;

effecting the first purchase with the second retailer;  
generating a fourth signal corresponding to the second purchase;  
generating a fifth signal corresponding to the second purchase;  
processing the fourth and fifth signals, to generate a signal corresponding to an offset of funds between the selected manufacturer and the second retailer.

4. The method of claim 3 wherein the second retailer is in competition with the first retailer.

5. The method of claim 1 wherein the plurality of manufacturers include a first manufacturer having a computer system storing a first monetary amount, corresponding to the price adjustment, and a second monetary amount corresponding to a different system of discounts for the product.

6. The method of claim 1 wherein the retailer includes a plurality of stores each located in a respective building, and receiving the first signal includes receiving a plurality of first signals from the plurality of stores.

7. The method of claim 1 wherein the system further includes a checkout station, the first signal path begins at the checkout station and the second signal path begins at the checkout station.

8. In a first system including a retailer, and a plurality of manufacturers each associated with a respective product, a processing system comprising:

a generator, in the retailer, that generates a first signal corresponding to a price-adjusted first purchase with a retailer and sending the first signal on a first signal path;

a generator, in the retailer, that generates a second signal corresponding to the price-adjusted first purchase and sending the second signal on a second signal path; and

a processor that receives the first and second signals, to generate a signal corresponding to an offset of funds between a selected manufacturer and the retailer, wherein the manufacturer is selected depending on a product subjected to the first purchase.

9. The processing system of claim 8 wherein the first system includes a store having shelves, products on the shelves, and a display supported by one of the shelves, the display displaying a discount level for a product, and the method further includes effecting the first purchase in accordance with the display.

10. The processing system of claim 8 wherein the first system further includes a second retailer, and the method further includes

a generator, in the second retailer, that generates a fourth signal corresponding to a price-adjusted second purchase with the second retailer and sending the first signal on a first signal path; and

a generator, in the second retailer, that generates a fifth signal corresponding to a price-adjusted second purchase and sending the second signal on a second signal path,

wherein the processor receives the fourth and fifth signals, to generate a signal corresponding to an offset of funds between the selected manufacturer and the second retailer.

11. The processing system of claim 10 wherein the second retailer is in competition with the first retailer.

12. The processing system of claim 8 wherein the selected manufacturer includes a computer system storing a first monetary amount, corresponding to the price adjustment, and a second monetary amount corresponding to a different system of discounts for the product.

13. The processing system of claim 8 wherein the retailer includes a plurality of stores each located in a respective building, and the processor acts to receive a plurality of first signals from the plurality of stores.

14. The processing system of claim 8 wherein the first system further includes a checkout station, the first signal path begins at the checkout station and the second signal path begins at the checkout station.

15. In a first system including a retailer, and a plurality of manufacturers each associated with a respective product, a processing system comprising:

means for enabling a price adjustment for a first purchase with the retailer;

means for effecting the first purchase with the retailer;

means for generating a first signal corresponding to the first purchase and sending the first signal on a first signal path;

means for generating a second signal corresponding to the first purchase and sending the second signal on a second signal path;

means for receiving the first signal from the first signal path, and the second signal from the second signal path; and

means for processing the first and second signals received in the previous step, to generate a signal corresponding to an offset of funds between a selected manufacturer and the retailer, wherein the manufacturer is selected depending on a product subjected to the first purchase.

16. The processing system of claim 15 wherein the first system includes a store having shelves, products on the shelves, and a display supported by one of the shelves, the display displaying a discount level for a product, and the method further includes effecting the first purchase in accordance with the display.

17. The processing system of claim 11 wherein the first system further includes a second retailer, and the method further includes

means for enabling a price adjustment for a second purchase with the second retailer;

means for effecting the first purchase with the second retailer;

means for generating a fourth signal corresponding to the second purchase; and

means for generating a fifth signal corresponding to the second purchase,

wherein the means for processing receives the fourth and fifth signals, to generate a signal corresponding to an offset of funds between the selected manufacturer and the second retailer.

18. The processing system of claim 17 wherein the second retailer is in competition with the first retailer.

19. The processing system of claim 17 wherein the selected manufacturer includes a computer system storing a first monetary amount, corresponding to the price adjustment, and a second monetary amount corresponding to a different system of discounts for the product.

20. The processing system of claim 17 wherein the retailer includes a plurality of stores each located in a respective building, and means for receiving the first signal acts to receive a plurality of first signals from the plurality of stores.

21. The processing system of claim 17 wherein the first system further includes a checkout station, the first signal path begins at the checkout station and the second signal path begins at the checkout station.